IN THE SPECIFICATION

Please change the paragraph between Table 2 and Table 3 on page 4 to read as shown below:

The market value of the organization is calculated by combining the market value of all debt and equity as shown in Table 3. Element of value and external factor values are calculated based on the sum of their relative contributions to each segment of value for the organization.

Please change the last paragraph on page 5 to read as shown below:

The system of the present invention measures intangible elements of value by identifying the attributes that, like the magnetic field, reflect the strength of the element of value in driving segments of value (current operation, excess financial assets, real options, derivatives, market sentiment) and/or components of value within the current operation (revenue, expense and change in capital) and are relatively easy to measure. Once the attributes related to the strength of each element of value are identified, they can be summarized into a single expression (a composite variable or vector) if the attributes don't interact with attributes from other elements. If attributes from one element of value drive those from another, then the elements can be combined for analysis and/or the impact of the individual attributes can be summed together to calculate a value for the element. In one embodiment, vectors are used to summarize the impact of the element of value attributes. The vectors for all elements are then evaluated to determine their relative contribution to driving each of the components of value and/or each of the segments of value. The system of the present invention calculates the product of the relative contribution and the forecast longevity of each element of value to determine the relative contribution to each of the components of value to an overal value. The contribution of each element of value to each component of value are then added together to determine the value of the current operation contribution of each element of value (see Table 5). The contribution of each element of value to the organization is then determined by summing the element of value contribution to each segment of value.

Please change the description of FIG. 9 on page 7 to read as shown below:

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FIG. 9 is a sample ~~Value Map~~™ ~~R~~report from the present invention showing the calculated value for the segments of value, the elements of value and the external factors for the organization on the valuation date;

Please change the second line on page 14 to read as shown below:

indicators. Composite variables for an element <u>of value</u> are mathematical or logical

Please change the item 7 on page 15 to read as shown below:

7. Determine the appropriate discount rate on the basis of relative causal element <u>of value</u> strength, value the enterprise real options and contingent liabilities and determine the contribution of each element of value to real option valuation;

Please change the first two lines on page 36 to read as shown below:

identify both the number of times an organization element <u>of value</u> was mentioned and the context in which the organization element <u>of value</u> appeared. For example, the

Please change the item 8 on page 47 to read as shown below:

8. Determine the appropriate discount rate on the basis of relative causal element <u>of value</u> strength, value the organization real options and contingent liabilities and determine the contribution of each element <u>of value</u> to real option valuation;

Please change the Table 26 on page 54 to read as shown below:

Table 26

1. Unique ID number (based on date, hour, minute, second of creation)
2. Creation date (date, hour, minute, second)
3. Mapping information
4. Storage location
5. Enterprise or Organization
6. Global or Cluster (ID) and/or Regime (ID)
7. Segment (Derivative, Excess Financial Asset or Current Operation)
8. Element of value, sub-element of value or external factor
9. Predictive Model Type

Please change the Table 28 on page 56 to read as shown below:

Table 28

1. Unique ID number (based on date, hour, minute, second of creation)
2. Creation date (date, hour, minute, second)
3. Mapping information
4. Storage location
5. Component or subcomponent of value
6. Element of value, sub-element of value or external factor
7. Variable set
8. Causal predictive model type
9. Enterprise or Organization

Please change the line 2 on page 58 to read as shown below:

drivers at the enterprise, element of value, sub-element of value and external factor level

Please change the Table 29 on page 59 to read as shown below:

Table 29

1. Unique ID number (based on date, hour, minute, second of creation)
2. Creation date (date, hour, minute, second)
3. Mapping information
4. Storage location
5. Component or subcomponent of value
6. Cluster (ID) and/or Regime (ID)
7. Element, sub-element of value or external factor
8. Variable set
9. Enterprise or Organization
10. Causal predictive model type

Please change the line 19 on page 59 to read as shown below:

the data for each element of value, sub-element of value or external factor being analyzed

Please change the Table 30 on page 61 to read as shown below:

Table 30

1. Unique ID number (based on date, hour, minute, second of creation)
2. Creation date (date, hour, minute, second)
3. Mapping information
4. Storage location
5. Ranking algorithm
6. Element of value or Enterprise

Please change page 63 to read as shown below:

Bots are independent components of the application that have specific tasks to perform. In the case of vector generation bots, their primary task is to produce formulas, (hereinafter, vectors) that summarize the relationship between the causal element variables or causal factor variables and changes in the component or sub-component of value being examined for the enterprise. The causal element variables may be grouped by element of value, sub-element of value, external factor, factor combination or element of value combination. As discussed previously, the vector generation step is skipped for elements and factors where the user has specified that value driver impacts will be mathematically summed to determine the value of the element of value or factor. The vector generation bots use induction algorithms to generate the vectors. Other vector generation algorithms can be used to the same effect. The software in block 327 generates a vector generation bot for each set of variables stored in the element variables table (158) and factor variables table (176). Every vector generation bot contains the information shown in Table 31.

Table 31

1. Unique ID number (based on date, hour, minute, second of creation)
2. Creation date (date, hour, minute, second)
3. Mapping information
4. Storage location
5. Enterprise
6. Element of value, sub-element of value, element of value combination, factor or factor combination
7. Component or sub-component of value
8. Factor 1
...to
8+n. Factor n

When bots in block 327 have identified and stored vectors for all time periods with data for all the elements, sub-elements, element of value combination, factor combination or external factor where vectors are being calculated in the vector table (163), processing advances to a software block 329.

Please change line 10 on page 65 to read as shown below:

causal element of value to a base discount rate. A two step process determines the risk

Please change line 18 on page 65 to read as shown below:

relatively large amount for that causal element of value as shown below in Table 33.

Please change lines 16 and 17 on page 69 to read as shown below:

of value or external factor for derivatives in the derivatives table (175) . The calculated value contributions by element of value or external factor for excess financial assets are

Please change lines 8 through 20 on page 70 to read as shown below:

date and the expiration date of the element of value or sub-element of value. Finally, elements of value and sub-element of value (such as brand names, information technology and processes) that may not have defined lives and/or that may not consist of a collection of members will have their lives estimated as a function of the enterprise Competitive Advantage Period (CAP). In the latter case, the estimate will be completed using the element vector trends and the stability of relative element of value strength. More specifically, lives for these element of value types are estimated by

1) subtracting time from the CAP for element of value volatility that exceeds cap volatility; and/or

2) subtracting time for relative element of value strength that is below the leading position and/or relative element of value strength that is declining;

Please change the second paragraph on page 73 to read as shown below:

Bots are independent components of the application that have specific tasks to perform. In the case of current operation bots, their task is to calculate the contribution of every element of value, sub-element of value, element of value combination, value driver, external factor and factor combination to the current operation segment of enterprise value. For calculating the current operation portion of an element of value, the bots use the procedure outlined in Table 5. The first step in completing the calculation in accordance with the procedure outlined in Table 5, is determining the relative contribution of each element, sub-element, combination of elements or value driver by using a series of predictive models to find the best fit relationship between:

Please change the first paragraph on page 74 to read as shown below:

After the relative contribution of each element of value, sub-element of value, external factor, element of value combination, factor combination and value driver to the components of current operation value is determined, the results of this analysis are combined with the previously calculated information regarding element life and capitalized component value to complete the valuation of each: element of value, sub-element of value, external factor, element of value combination, factor combination and value driver using the approach shown in Table 41.

Please change the second paragraph on page 75 to read as shown below:

The software in block 351 determines the contribution of each element of value to the value of the real option segment of value for the enterprise. For enterprise options, the value of each element of value is determined by comparing the value of the enterprise options to the value that would have been calculated if the element of value had an average level of strength. Elements that are relatively strong, reduce the discount rate and increase the value of the option. In a similar fashion, elements that are below average in strength increase the discount rate and decrease the value of the option. The value impact can be determined by subtracting the calculated value of the option from the value of the option with the average element. The resulting values are saved in the element definition table (155) before processing advances to block 352.

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                                                                            Art Unit: 3624